

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:424
ANSWERED ON:19.02.2009
FOREIGN TOURISTS
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Will the Minister of TOURISM be pleased to state:

- (a) the status of Foreign Tourists arrival in India at Global Level as compared to other countries;
- (b) the manner in which it compares with countries like Singapore, Thailand, Sri Lanka, Philippines; and
- (c) the steps taken by the Government to attract tourists from foreign countries?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT.KANTI SINGH)

(a): In 2008, India's share of 0.58% (5.37 million) in total international tourist arrivals of 924 million world-wide registered an increase from 0.56% in 2007.

(b): The number of international tourist arrivals in Singapore, Thailand, Sri Lanka, Philippines and India during 2006 and 2007, the latest years for which comparable figures are available, are given below.

Country	International Tourist Arrivals (million)		
	2006	2007	Growth rate 2007/06
Singapore	7.59	7.96	4.9%
Thailand	13.82	14.46	4.6%
Sri Lanka	0.56	0.49	(-)11.7%
Philippines	2.84	3.09	8.7%
India	4.45	5.08	14.3%

The growth rate of tourist arrivals in India in 2007 over 2006 has been higher than all these countries. It may also be noted that the arrival figures of these countries except Sri Lanka include the arrivals of their nationals residing abroad. However, in case of India, the arrival figures do not include non-resident Indians (NRIs) as figures for NRIs visiting India are not available.

(c): The steps taken by the Government to attract more foreign tourists to India include:

Development of tourism infrastructure at tourist sites with the cooperation of other Ministries/ Departments and State/ UT Governments;

Focusing on growth of hotel infrastructure, particularly that for budget hotels;

Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;

Direct approach to the consumers through electronic and print media through the "Incredible India" Campaign;

Production and distribution of publicity material;

Direct co-operative marketing with the airlines, tour operators and wholesalers in overseas markets;

According greater focus to the emerging markets, particularly of China, North East Asia and South East Asia;

Participation in Trade Fairs and Exhibitions;

Use of internet and web marketing; and

Re-inforced hospitality programmes including grant of air passages to invite media personnel, tour operators on familiarization tours to India to get first hand knowledge on various tourism products.